Praise for The Dark Side of Innovation

Chopra has produced an ‘owner’s manual’ for addressing disruption. A must read!

- Len Schlesinger,
  President Emeritus-Babson College,
  formerly COO of Limited Brand

Professor Chopra provides a practical process on how to deal with disruptive innovation, and even how to thrive in the face of such dramatic change. Ignore the lessons at your own peril!

- Peter Corijn
  Vice President P&G

Disruptive innovations are going at businesses at an ever faster rate. Prof. Chopra’s book will serve as a lighthouse in stormy seas for business leaders across the industry spectrum. An easy read, equal in incisive thought and real-world examples. A great investment of my time.

- Jaideep Mehta
  Vice President, IDC

You have tapped into some very interesting insights. Your book is also very rich in examples which help to really strengthen your message. You provide compelling evidence that should be a wake-up call in many contexts.

- Paul Geoffrey Jeremaes
  HP Innovation Centers

This book is perfect for a workshop every company should do once every 2-3 years, if not more often.

- Prof. Abhijit Guha
  Assistant Professor of Marketing, Wayne State University
This book is dedicated to all innovators who are searching for high impact opportunities.
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The art of managing disruption is quickly becoming a critical tool for managers across industries. You can add significant value to your career by building this capability. This book will help you take an important step in this direction.

Disruption is a fascinating phenomenon. When a large established company fails, it is a major event. It also has significant consequences for employees, customers, partners, industry and the country.

Take the originator of mass photography as an example. When Kodak failed, it was not just a big event in the camera industry; it had ripple effects on many companies. The entire community in the headquarters location in Rochester, New York, suffered.

Why This Book?

You have probably chosen this book because of your interest in understanding disruption. You’ve seen it work when large firms fail and perhaps you’ve wondered if this can happen to any business - including yours. It’s worth making the investment to understand disruption because there is a method to predict it.

I was in the same position as you - I was fascinated by this phenomenon and intrigued by its multiple facets. I wanted to understand it in depth. As a result, I spent almost a decade studying disruption. I have learned quite a lot from my own research on hundreds of companies as well as benefited from the research of thousands of other researchers on this topic.

“This book will give you a rich understanding of disruption in 60 minutes.

I wrote this book because I wanted to share what I have learned in a condensed format. It will give you the answers you seek, supported by years of reading research by thousands of researchers. It will give you a deeper understanding of disruption and the tools to manage it. This will allow you to be a step ahead in your career where this skill is fast becoming critical.
The Disruption Management Imperative

Did you know that firms get disrupted for dozens of reasons? A disruptive technology is only one of the many reasons it happens; small and incremental innovations often lead to disruption too.

We are in an unprecedented age of disruption. No industry is immune from these forces. Although quartz technology and digital cameras were disruptive forces, they took decades to materialize. In more recent years, we see many disruptive forces emerge rapidly and without much notice. Moreover, disruptive forces are becoming more prevalent across more industries.

Businesses no longer have the luxury of responding to disruptive forces after those forces become apparent. Firms that respond to disruptive events after they become evident find it difficult to survive. Symbian and Blackberry responded to Apple only after Steve Jobs launched the first iPhone. They didn’t have enough time to deliver an effective response.

This age of disruption has created an imperative for companies to create a new capability in disruption management. Only with such a capability can companies anticipate disruptions before they become real. Today’s leaders need to be masters of this practice.

You and Disruption

You need to be well equipped with an advanced understanding of the techniques to manage this phenomenon. No matter what role you play in a business organization, you need to master the vocabulary of disruption. It will not only make you a more effective innovator but will also help you add significant value to your business and organization.

"No matter your role, you need to master the vocabulary of disruption."

This short book will allow you to get a good understanding of disruption in just 60 minutes. Within an hour, you will build enough absorptive capacity of disruption. Whether you want to understand disruptive threats to your business or want to become a disruptor, you will find the needed knowledge in the chapters ahead.

At the end of this book, do spend some time on the section “you and disruption” for some ideas on how to use this knowledge to advance your career. It will also provide you with advice on some of the next steps you can take to continue to build this critical capability.

Enjoy reading the book and building new skills.